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**DO YOU  
INHALE?**

All smokers do — sometimes. And  
so it's very much to your interest to

# CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

Found by eminent doctors on comparing four  
other leading cigarette brands average 23.5% more  
irritant than the strikingly contrasted Philip Morris —  
and, the irritation lasts more than five times as long!

Enjoy to the full the flavor and aroma of the  
world's finest tobaccos — with no worry about  
throat irritation — even if you inhale!

**IT'S THE CALL FOR  
BETTER SMOKING**

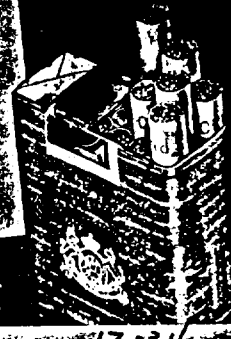


**FOR SMOKING-  
PLEASURE THAT  
IS UNMARRED —**

When you smoke Philip  
Morris, your enjoyment of the  
world's finest tobaccos is un-  
marred by smoking-penalties.  
This cigarette is proved better  
for your nose and throat —  
superiority recognized by  
eminent medical authorities:  
a statement no other cigarette  
can make! So . . .

**CALL FOR  
PHILIP  
MORRIS**  
AMERICA'S  
FINEST  
CIGARETTE

Creators of famous cigarettes for 93 years,  
always under the Philip Morris name.



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